



EDGEHILL

A Benchmark Lifecare Community



Edgehill Brand Identity Guidelines

UPDATED DECEMBER 2025

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The combination of elements (symbol, wordmark and tagline) is the preferred logo. It most dramatically captures, both in color and orientation, the face of Edgehill. Use this logo whenever possible.

Clear Space

The examples on this page show the minimum clear space required for the Edgehill logo and symbol. Whenever possible, use more than the minimum clear space. “X” is defined by the size and aspect ratio of “tree symbol” in the Edgehill logo. Follow the examples below for proper clear space around the corporate logo and symbol.



1.25" WIDE



1" WIDE



Minimum Size

Never reduce the full-color logo so that the Edgehill logo with the tagline is smaller than 1.25" in width. Use the one-color PMS or black logo without the tagline for uses 1" in width, which is the minimum size recommended.

Preferred Color

The full-color logo is the preferred logo of the Edgehill identity. Use it whenever color, size and format allow. Place this logo on a light background to ensure sufficient contrast and to heighten the impact of the identity.

Use only the approved colors when reproducing the logo. Use color chips and the formulas on this page when working with vendors to ensure color match.



Color Chart

The chart below is a reference for the CCRC Logo Blue and the CCRC Logo Green. The Edgehill Signature color is NOT used in the logo, but should be used as a highlight color in marketing materials in conjunction with the logo. Please refer to this chart when reproducing the colors in various media.

Color Guide	CCRC LOGO BLUE	CCRC LOGO GREEN	EDGEHILL SIGNATURE COLOR
PANTONE	534C	5555	7721
Process/CMYK	C:95 M:74 Y:7 K:44	C:51 M:12 Y:39 K:37	C:97 M:44 Y:57 K:27
Hexadecimal	1B365D	5C7F71	005C5D

Note: These color values have been converted from spot using the Pantone color match system, which makes recommendations for the closest possible match. Colors appear differently when applied to various surfaces, in different environments and according to printing methods.

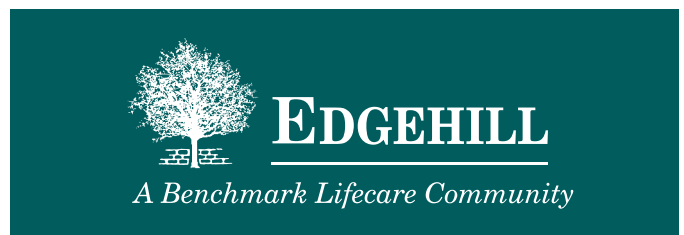
These conversions may be evaluated and updated over time as work is printed in different applications.

One-Color Logos

Use a one-color logo when you are restricted to printing in only one color. If legibility is limited due to low contrast, poor reproduction or small size, you may also choose the one-color logo. Print the one-color logo in either CCRC Logo Blue, White or Black. Place the one-color logo on a background to ensure sufficient contrast and to maintain the impact of the identity.



One-color logo in black



One-color logo in white

Use of Tagline

100% black, pantone 7721 or 100% white on dark-colored background. Size and placement will vary depending on application.

Where life meets style.

Where life meets style.

Where life meets style.

Tagline Typography

Proxima Nova Light is recommended when the tag is placed below the logo. If the tag and logo are on a dark background, the font weight can be changed to a thicker variety to maintain legibility.

If the tag is used as a headline, Merriweather Italic is the recommended font.

PROXIMA NOVA LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

MERRIWEAHTER ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Depending on the marketing material or campaign design, it will change the weight and size of the typeface that should be used. **Please see examples below.**



Anniversary Logo Lockup

Edgehill was founded in 1999.



Anniversary Logo



Edgehill Primary Color Palette

The following colors are the primary colors to be used on marketing and communications materials. The swatches below represent the hierarchy of colors in use.

Edgehill Signature Color

Pantone 7721

C:97 M:44 Y:57 K:27
R:0 G:92 B:93
Hex: #005c5d

Edgehill Secondary Colors

Pale Tan

C:5 M:4 Y:7 K:0
R:239 G:237 B:237
Hex: #efede7

Pale Gray

C:11 M:8 Y:8 K:0
R:224 G:224 B:225
Hex: #dfe0e0

Pantone 871

C:45 M:45 Y:75 K:17
R:132 G:117 B:78
Hex: #84754e

Tertiary Colors

Black

#000000
R0 G0 B0

Black (Tint 80%)

Logo Typography

The logo uses the following typography:



Marketing Material Typography

Use the following fonts for all corporate communications and marketing materials whenever possible to create a consistent and unique look for the brand. These typefaces provide a wide range of type styles, including light, regular, bold and black, which can be mixed and matched for a contemporary and proprietary look.

Headlines: Merriweather font family

Font samples below represent good choices for headlines, headings and callouts.

MERRIWEATHER REGULAR	MERRIWEATHER ITALIC	MERRIWEATHER BOLD	MERRIWEATHER BOLD ITALIC
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz

Body Copy: Proxima Nova font family

Font samples below represent good choices for body copy and captions.

PROXIMA NOVA LIGHT	PROXIMA NOVA MEDIUM	PROXIMA NOVA EXTRA BOLD
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz
PROXIMA NOVA REGULAR	PROXIMA NOVA BOLD	PROXIMA NOVA BLACK
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz

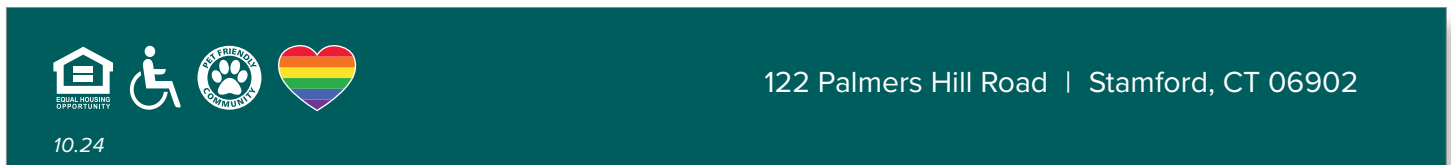
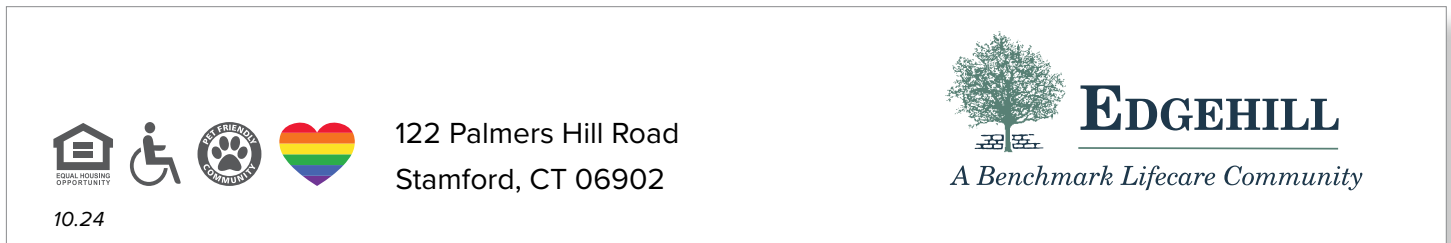
<p>Website Navigations (header/footer) Ex. Independent Living</p>	Title Case
<p>Website Hero Image Text Overlays Ex. At Edgehill, you have the independence to live your life your way.</p>	Sentence case
<p>Website Headlines Ex. Your desire for stylish senior living begins here.</p>	Sentence case
<p>Website H1s Ex. SENIOR LIVING NEAR GREENWICH, CT</p>	ALL CAPS
<p>Website Buttons Ex. Schedule a Tour</p>	Title Case
<p>Email Buttons Ex. RSVP to Social Style</p>	Title Case
<p>Email Marketing Subject Lines Ex. A Community Where Independence Thrives</p>	Title Case
<p>Email Marketing Preview Lines Ex. We invite you to join us for engaging summer events.</p>	Sentence case
<p>Email Headlines Ex. Explore the Sycamore Floor Plan</p>	Title Case
<p>Social Post Captions Ex. Resident Peggy Z. and Teddy love calling Edgehill home, where independent senior living combines comfort, community and culture.</p>	Sentence case
<p>Social Hashtags Ex. #NationalBookMonth</p>	Title Case
<p>Print Headlines Ex. Independent Style</p>	Title Case
<p>Printed Insert Category Headers Ex. CLUBS AND COMMITTEES, FREQUENTLY ASKED QUESTIONS</p>	ALL CAPS

Footer Lock-Up

Below is an example of how the footer icons should look with accompanying Edgehill address and information. The icons are set to 80% black with the “heart” icon in full color. If the icons are on a dark-colored background, they should be 100% white and the “heart” icon still in full color with a thin white stroke.

A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex., 10.24.

Footers should be placed on all Edgehill sales material collateral.



Voice & Tone

Edgehill defines itself as sophisticated, elegant and stylish.

Edgehill's brand voice is professional, informative and polished. The tone is always poised yet welcoming, ensuring that communication is engaging.

Use concise, precise and thoughtfully composed language. Avoid run-on sentences or overly casual phrasing. Every word should contribute to a sense of grace and clarity.

Copy Guidelines

- No Oxford commas.
- No use of contractions.
- Refer to as “community” or “campus” but never “facility.”
- Use “apartment home,” not “apartment” or “unit.”
- Lifecare is written as one word with a lower-case “c.” Lifecare can only be associated with “care,” not “healthcare.”
- Write as lowercase for “continuing care retirement communities” and upper-case for “CCRC.”
- Care types are always initial capped—Independent Living, Skilled-Nursing, Respite Care, Sub-Acute Rehabilitation.
- Always refer to staff/employees as “associates,” except for Memory Care as “care partners.”
- Use “award-winning” instead of “world-class” or “first-class.”
- Limit references to amenities, not as nice as local competitors. Instead, use, “Enjoy first-class service from a dedicated team of experienced associates.”

Design Elements

Examples of graphic elements for Edgehill branding.

Photography

When selecting photography for Edgehill, highlight the stylish lifestyle that residents lead. If the primary focus is Independent Living, use engaging, high-end glamour lifestyle photos. Below are some examples of preferred image selections.



Stylish lifestyle



Detailed, close-up shots



Happy, dignified residents



Brightly lit apartment homes

Gold Accents

Gold accents can be used to add some depth and dimension. These can take form as organic elements, such as botanical sprig leaves and line art vectors. See examples below on how they are used.




Edgehill, the standard for senior living.

With a rich 25-year history of excellence, enjoy first-class service from a dynamic team of experienced associates that anticipates your every need. Choose from beautifully designed floor plans that feature private balconies, walk-in closets and fireplaces. With Edgehill's Lifecare plan, you will have priority access to the continuum of care at a more predictable cost, offering you and your family peace of mind.

203-496-4054
EdgehillCommunity.com

EDGEHILL
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122 Palmers Hill Road
Stamford, CT 06902

"The Edgehill community keeps me active and connected. There is always something meaningful to do, offering me new challenges where I can thrive."
Nancy S., Edgehill Resident



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YOU ARE CORDIALLY INVITED TO A

Symphony
of Style & Elegance at Edgehill

Featuring an exclusive performance by **The Chamber Players of the Greenwich Symphony**

25
OCTOBER

4 PM | LAUREL ROOM
122 Palmers Hill Road, Stamford, CT



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**Health and Harmony:
Edgehill's Wellness Fair**

NOVEMBER 14TH | 10 AM | IN-PERSON EVENT

At Edgehill, the well-being of our residents is at the heart of everything we do. We invite you to be our guest at a special event featuring expert advice from our trusted wellness partners, offering valuable insights to help you stay healthy and vibrant throughout the year.

Visit our community partners, including:

- Blood Pressure Checks
Provided by Sterling Home Care
- Resident Exercise Therapy
Mary Melucci, Exercise Therapist
- Pharmacy & Medication Information
Hosted by Connecticut Pharmacy
- Massage Therapist Meet & Greet
Athena Coroncos, Massage Therapist
- Meet Your Local EMTs
Stamford Emergency Medical Services (EMS)

Benchmark Corporate Color Palette

The following colors are specified in the **Benchmark Brand Guide** dated February 2025.

Brand Color Palette

<p>Navy Blue</p> <p>#083449 R8 G52 B73</p>	<p>Warm Green</p> <p>#3b5b1d R59 G91 B29</p>	<p>Sky Blue</p> <p>#c4dce8 R196 G220 B232</p>	<p>Cool Gray</p> <p>#f1f2f2 R241 G242 B242</p>
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Employer Brand

Light Green

#d9eab2
R217 G234 B178

Mind & Memory Care

Lavender

#e2cbf7
R226 G203 B247

These colors are rooted in the blues and greens of our original brand palette, now refined to include both dark and light shades for added visual contrast and depth. We've introduced a touch of lavender to soften the palette and bring warmth to the identity. Lavender represents Mind & Memory Care. Employer brand emphasizes use of light green.

Tertiary Colors

Black

#000000
R0 G0 B0

White

#ffffff
R255 G255 B255